



# Chief Virtual Officer

Social Media Marketing Services for Authors  
Build Your Online Platform • Promote Your Book • Increase Website Traffic

## Social Media Audit Checklist

- Do you feel like your social media marketing needs a facelift?
- Do you wonder what the benefits of social media marketing are?
- Do you have specific goals you'd like to achieve with social media marketing?

We can help! Just take these 3 easy steps!

1. Start with this easy review of a few benefits from social media marketing.
2. Then use the checklist to mark the goals you'd like to achieve.
3. Finally, contact Sue to schedule your in-depth Social Media Audit & Consultation.

## Benefits of Social Media Marketing

**Expertise** – Distribute your own valuable content and share others' content to establish your expertise in your field.

**Reputation**– Manage your online reputation by monitoring and responding to issues brought up by clients, customers, readers.

**Network** – Find others in your industry, readers in your genre, and expand your network and circle of influence.

## Checklist of Goals You'd Like to Achieve with Social Media Marketing

- Manage online reputation
- Increase engagement with followers
- Increase website traffic
- Increase awareness – of your business and/or book
- Get media attention – interviews, links from bloggers, invitations to speak
- Develop strategic partnerships with influencers in your industry
- Grow your email list
- Some other goal not listed \_\_\_\_\_

Contact Sue Canfield by email or phone to schedule your in-depth Audit & Consultation  
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